

Sales Doc

## **3 Spots remaining left for October Tier 1 Application – Closes Oct 8th**

I'm going to work with a handful of business leaders who want to stay on top of their energy, health and performance so that they can create more impact, freedom and revenue for their business for the rest of the year.

Here's how Built For Pressure is doing things in 2025 and beyond

We have one goal: to help you build, recalibrate, and integrate a high-performance leadership process that you can sustain and progress with while only training a minimum 3-4 hours per week.

You show me the bottlenecks that you're having currently with your bodyshape, health and performance and I give you the plan, direct support and adaptive process to get there.

I've personally worked with hundreds of business leaders who are changing the world, pushing the limits of their companies, and, more importantly, enjoying the understanding and ability to not lose themselves while chasing big, audacious goals.

I've been there, physically performing at an elite level, professionally experiencing firsthand what most business leaders struggle with but more so I've learnt over the last 17 years in the industry how to pull the levers at the right time for you to achieve, keep winning and most of all not wasting energy on plans that you can't sustain or adhere to.

**Here's a handful of clients I have worked with over the years [LINK](#)**

We've always been a human first approach business which is why I have built a great reputation over the years for making sure that those who I work with don't lose themselves in the process of wanting to achieve and keep their edge.

Leadership and business growth is messy, but applying the right system at the right time is imperative for you to grow, evolve and have staying power with your performance.

One of our principles is to work alongside you like we're a co-founder in your business (just without the shares) – which is why we only take on professionals who we know we can help.

That's why I've built my reputation on results and connection not volume and a one size fits all approach.

This is a 1:1 coaching experience, where the entire process is built around you, your commitments, your personal and professional challenges as well as gaining access to a global network of business leaders who get it, want it and know what it's like pushing to the edges of their professional capacity.

You'll soon realise that the current challenges that you're facing have been felt across the board from other business owners and that you too can have what you want, be connected to what matters and keep stretching your limits knowing you have the support in place to keep succeeding.

### **This won't be a good fit if you.....**

You're looking for a one size fits all to your performance

1. You're 100% new to any training.
2. You're unwilling to explore, adapt and adopt new processes into your current schedule
3. Want me to do the heavy lifting for you.
4. You don't recognise that your leadership skills are directly correlated to your physical, psychological, and professional performance.

### **This will be a good fit for you if...**

1. You've been training for a while, your results have stalled and you want to learn how to start progressing on a weekly and monthly basis.
2. You're driven and determined but you're also open to suggestion and adaptive to new processes.
3. You're leading a team, you want to be the best but you also want to learn how to lead more effectively and from a place of inspiring others, not dictatorship.
4. You're quick to implement and take ownership of doing the work required to evolve and grow.
5. You not only want a better relationship with yourself, but you also want to learn the skills and principles that will drive you and your teams performance in the future.

## **Upon Joining:**

You'll gain immediate access to the Built For Pressure Performance Centre and our **Leadership Performance Accelerator**, which consists 5x5-10 min videos and play books that you can implement straight away creating more energy, time and bandwidth so when you hit our first call you're already gaining momentum to start taking on more whilst doing less.

This means we can create the space needed to allow you to recalibrate, get locked in, and start to feel like you're winning again.

## **Phase 1: 90 Days – Recalibrate Your Performance**

**Double your energy, produce more with less effort and get you back in the shape of your life.**

The first three months are about moving you from **surviving** to **thriving**.

There's no way you can lead with conviction if your health, energy, and personal standards are compromised.

In this phase, our goal is clear: **make you more effective with less effort**. We provide proven systems so you can keep training even when business gets busy, have greater energy at work so you're more effective whilst generating the capacity to be present with your family and/or loved ones without feeling like you're always on the back foot.

You'll get more done in less time, and most of the challenges you had before will feel easy because you'll live and operate with the frequency and confidence that the effort you're putting into your performance is paying off.

### **Here's What You'll Experience:**

- **1-1 Performance Diagnostic Session:**  
We clearly define your current status as an athlete, professional, and person. From there, we create targeted objectives, actionable deadlines, and a clear high-performance roadmap that ensures your internal foundation is optimised first.
- **Data-Driven Metrics & Diagnostics:**  
Objectively pinpoint current limitations and rapidly overcome them through strategic actions and measurable outcomes.

- **The Human First Pathway Integration:**  
Immediately double your energy, dramatically improve your recovery, and jumpstart physical transformation to regain the confidence, shape, and performance you desire.
- **Elite Systems and Frameworks:**
  - Daily Performance Systemisation – your day won't run you; you'll run your day.
  - High-Impact Behaviours – targeted sleep, stress, recovery, and energy-management protocols.
  - Plug-and-Play Strategies – actionable even during high-stress periods, ensuring continual progress.

### **Outcome:**

Not only will you feel like you have doubled your energy, but you'll be back into the shape of your life whilst looking and feeling capable of performing at a moment's notice.

Over the 90 days there are three key outcomes we look for:

- **Reconnect to your health and athletic performance:** Increasing your energy and start to look and feel back to your best again. Whether that's becoming pain free, dropping 5kg of body fat or being primed and ready to rise to any challenge put in front of you, you'll be prepared to take it on and dominate not survive.
- **Recalibrate your effectiveness:** After this phase you'll be more productive with less effort and more so this is where you'll gain hours back in your week. Tasks that took you days to complete will now be systemised to take half the time to conquer.
- **Realignment:** Focus and direction with no more anxiousness and overwhelm. Just conviction and direction needed to keep your new found momentum and progress knowing you're on the right path for you.

Once this is done you're ready to push and stretch to the next level.

### **First 30-Day Momentum Breakdown:**

- **First 7 days:**  
Complete your Leadership Performance Accelerator, launch your custom-built physical training plan and immediately enhance your internal capacity.
- **First 14 days:**  
Deploy your personalised High Impact Behaviour Protocol, boosting energy effortlessly. We will establish crystal clear mental performance targets and actionable strategies, removing any underlying sense of overwhelm.
- **First 21 days:**  
Conduct our initial Mental Performance Call. We will diagnose your challenges across physiological, psychological, and professional domains and deliver precise strategies for rapid alignment and results.
- **After 30 days:**  
Second Performance Call—review, refine, and optimise your plan. Transform business pressure from a burden into a fuel source that drives clarity and confidence.

The remainder of Phase 1 focuses on sustained momentum, continual refinement, and clear progress across your physical and mental performance, creating visible wins and tangible confidence.

## **Phase 2: 90 Days – Peak Performance Primer**

**Expand Your Capacity, prevent burn out and be confident that you can deliver when it matters.**

Now that you have control over your baseline performance, it's time to push beyond your perceived limits and truly master peak performance when it matters most.

Here, the goal is straightforward

Become ruthlessly effective, composed under pressure, and able to deliver exceptional performance consistently.

**Core Areas of Mastery:**

- **Stress Inoculation:**  
Learn how to embrace and leverage stress, turning pressure into performance fuel.
- **Burnout Prevention & Energy Mastery:**  
Recognise burnout signals early and swiftly recalibrate your energy—even during intense periods.
- **Flow State Integration:**  
Consistently achieve deep focus and creativity exactly when you need it.
- **Systemised Productivity:**  
Develop daily routines and leverage strategies to deliver high-impact results with less effort.
- **Responsive Leadership Communication:**  
Move from reactive decision-making to a highly responsive, emotionally intelligent leadership style.

### **Mental Performance Coaching:**

Tailored to your needs—flexible to your schedule and intensity level, ensuring targeted, precise development exactly when you need it most.

### **Outcome:**

You're now going to be able to grow your capacity, make more revenue as well as take on physical challenges that before the program you said you didn't have the time or ability to do because you were too busy.

After this phase your colleagues are going to be wondering how you've started to operate at the level you are because your performance has gone from baseline to the next level. This is because you now understand what it takes to push your limits and build your capacity at the same time.

You will directly grow your revenue, because now you'll be able to grow with freedom without friction as you have the personal systems in place to not burn out, master your energy and lead your team with absolute ease.

## **Phase 3: 90 Days – Finding Your Edge**

## Lead with Purpose and Thrive Under Pressure

True elite level success doesn't arise from occasional bursts of energy or sporadic motivation. It emerges from your **staying power**—the ability to endure, persevere, and strategically move forward when pressure is greatest.

In Phase 3, we shift from simply performing to mastering deliberate action and decisive leadership. This is where we diagnose what we need to repair, replace and refocus because you're now operating at a whole new level.

Finding your Edge is about living at the edges of your capacity as you'll know how to push and pull when you're needed most.

### In This Phase You'll Master:

- **Mental Toughness & Stress-Response Mastery:**  
Pressure-test your mental resilience, ensuring composure, clarity, and conviction when faced with challenges.
- **Communication for Influence & Impact:**  
Develop advanced skills to communicate strategically, build buy-in, and inspire genuine commitment from your team.
- **Crisis Decision Making:**  
Implement proven frameworks for navigating chaos decisively and calmly—pre-emptively, not reactively.
- **Breaking Limiting Beliefs:**  
Eliminate impostor syndrome, self-imposed limitations, and barriers, firmly embedding a belief system aligned with your highest potential.
- **Visionary Leadership Planning:**  
Clarify your philosophy, mission, and long-term objectives, creating a clear roadmap to elevate your professional and personal impact.

### Outcome:

You're in the shape of your life with the ability to compete when called upon.



Leading your team with a higher capacity than ever, getting more output with less input and more so that “busy” overwhelm is no longer there because you’re more effective, making more revenue and getting your time back at the same time.

The biggest take away, you’re becoming the leader you said you would as you’re now turning potential into performance.

### **Our Overall Goal for You:**

- **Peak Physical Condition:**  
Robust, energised, and physically ready for any leadership challenge.
- **Mental Resilience & Self-Regulation:**  
Master emotional control, psychological resilience, and a mindset optimised for peak performance.
- **Elite Communication & Influence Skills:**  
Navigate complex interpersonal dynamics, drive meaningful buy-in, and build a thriving team and business.

### **Bonus:**

Gain total clarity and confidence about your next professional step. Whether its further ambitious growth, or a sustained period of optimisation and enjoyment of your accomplishments.

This entire process is designed as the foundation of your continued leadership journey, delivering not only measurable outcomes but genuine enjoyment of your progress and momentum.

### **Next Steps:**

We can begin within the next 7 days locking in your first discovery call, creating your customized game plan, and establishing priority tasks for immediate execution.

### **Why Now?**

Leadership growth should be exciting not exhausting. Our job is to ensure you enjoy every step of the journey while delivering results fast.

You’re not just investing in performance, you’re investing in your future.

## **The investment is £2397 for 6 months**

After this period and you have run through the program and wish to stay we offer our legacy clients a monthly option of £399pm.

Usually, our clients stay on for years not months as we know that leadership and business growth can be lonely and alienating unless you're surrounded by winners and those who "get it"

Built For Pressure is a leadership performance container like no other.

We don't expect you to just win

We expect you to thrive, immerse, connect and explore the edges of your capacity with likeminded individuals who all want the same thing.

To dominate and keep dominating when called upon.

By the end of the first 90 days we'll have clarity on the progress you're making and the relationship we've built and we'll know whether we want to keep working together or not

If you're not happy with your results or it's not right between either of us.... We'll just walk away as friends.

If we're good, we'll move into the next phase of your growth plan and journey for the next 3 months and beyond

So, there's no risk in getting started.

### **If you're a business leader who:**

1 - Is committed to being the best version of you and wants to reconnect the dots with your current standards and performance.

2 - You've trained before, but are currently unsure how to balance your physical health and profession

3- You are open and ready to implement across your mind, body and business.

4 - You're aware that there are hard conversations and new actions to take but in the same breath can't wait to look, feel and push your capacity again.

5 - You're ready to not only train hard, but lead hard. Your personal and professional standards are a reflection of you and what you stand for.

6 - You accept by just joining you're creating an advantage, but you're also ready to immerse, connect, collaborate and contribute to a thriving community who all want what you want.

If this sounds like you and you'd like to partner with us...

**Step 1:** To get started today, hit the link below to take one of the spaces for June.

### **APPLICATION**

**Step 2:** Once that's completed please allow 24 Hours for us to get back to you and organise a call to talk more about how we can help.

**Step 3:** Post call and we're a good fit:

- Firstly to start implementing the leadership performance accelerator and diagnostic as well as run through.
- You'll be invited on to the Built For Pressure Leadership Platform
- We'll get your diagnostic done and build a game plan straight away on how to make these 90 days as effective as possible

If you're feeling a little lost or want questions answered, please ping me and email on here: [info@willfoden.com](mailto:info@willfoden.com) or my WhatsApp is +44 07719361323